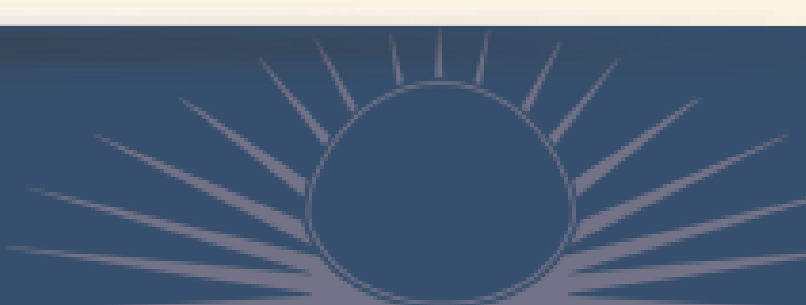


EXHIBIT B

Customer Demand For UEP Certified Eggs





1999 - 2001: PETA targets McDonald's, Burger King & Wendy's

1999 - 2001

PETA targets McDonald's,
Burger King & Wendy's

Early 2000s

UEP Scientific Advisory Committee
issues guidelines



Aug 2000

McDonald's: New cage space
requirements (72 sq. in.)



June 2001

Burger King:
New cage space
requirements
(75 sq. in.)

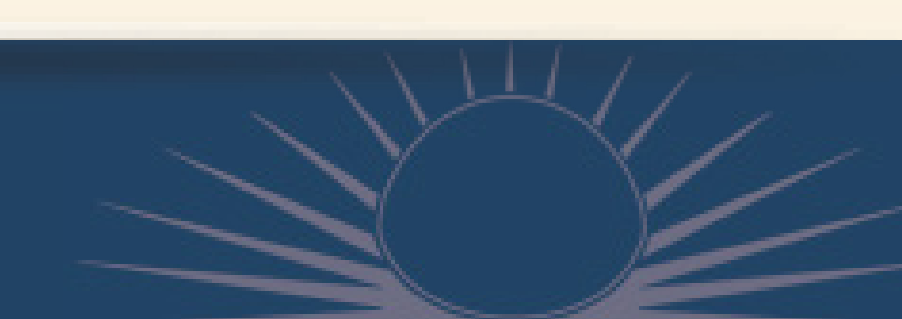
2000-2001

FMI & NCCR meet with UEP at the request of Kroger, Walmart, Safeway, Albertsons and Ahold

1999

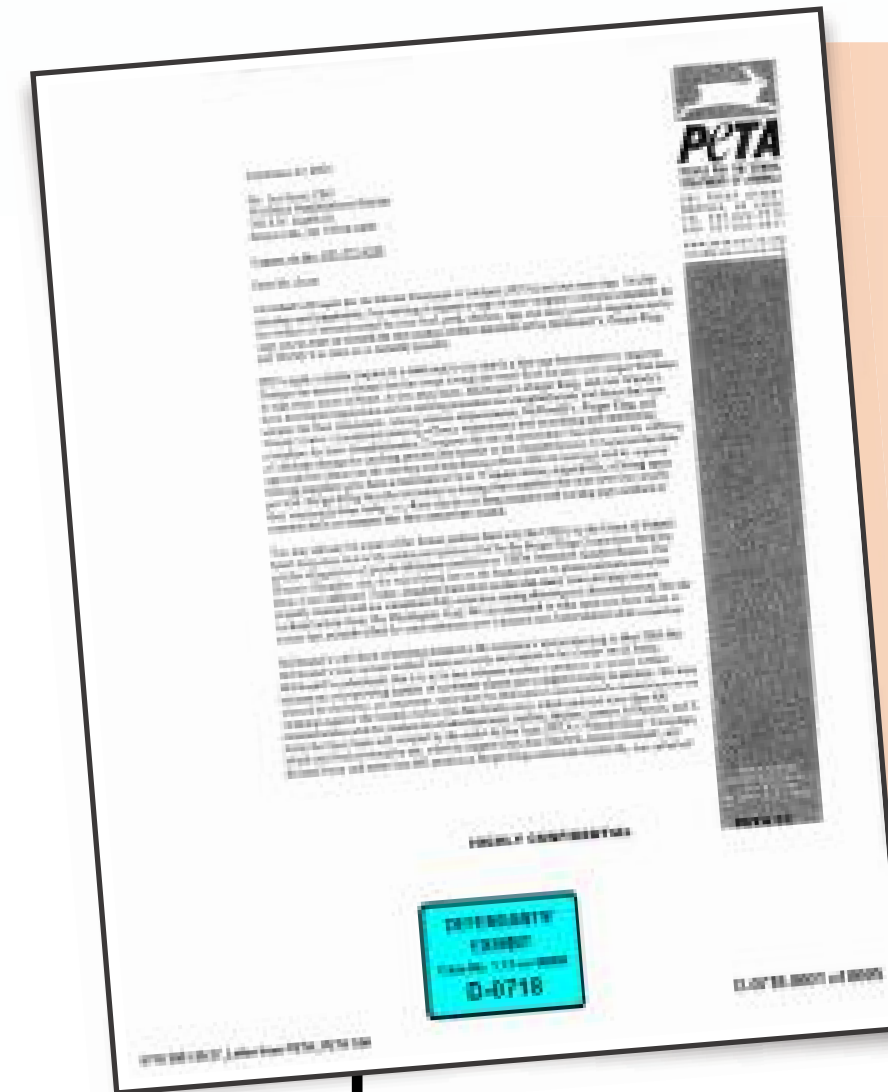
2000

2001



2002 - 2007: Rose Acre joins UEP in response to customer demand

2000 - 2001
PETA targets
supermarkets



D-718

Late 2001 - Early 2002
Kroger & Walmart tell
Rose Acre: will require
UEP certification



Curtis Amundson

Kraft

"...you could see it coming with what happened
at McDonald's...And it was a matter of time until
it passed to other areas."

Amundson, Apr. 3, 2013, 49:9-12

Feb 2002
Rose Acre joins UEP

Apr 2002
Rose Acre applies to
become UEP certified

2006 **Nestlé** 
Nestle demands certified eggs
for Dreyer's ice cream

2006
Kraft adopts animal
welfare policy

June 2007 **Kraft**
Kraft demands
UEP certified
egg products

2005-2006
Kraft Animal Welfare Task Force

Kraft

2000 / 2001 / 2002 / 2003 / 2004 / 2005 / 2006 / 2007

Rose Acre Was NOT Involved In An Alleged “Conspiracy”

- ☒ Rose Acre’s customers demanded the certified program
- ☒ Rose Acre grew consistently, spending \$215M
- ☒ Rose Acre acted solely in its own best interest
- ☒ Rose Acre’s own flock supply increased
- ☒ Rose Acre’s own egg production increased
- ☒ Rose Acre exported surplus eggs during times of lower demand
- ☒ Rose Acre never participated in a single short-term measure
- ☒ National flock size increased
- ☒ National egg production increased
- ☒ Egg prices decreased

